

# ISLAND SALT AND SPA **Case Study**



## Client website

[www.islandsaltandspa.com/](http://www.islandsaltandspa.com/)

## Campaign

Web Design | SEO | Rescue Mission

## Type



## Contact Us

375 Commack Rd., Deer  
Park, NY 11729



(855)969-5541



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[www.designmemarketing.com](http://www.designmemarketing.com)

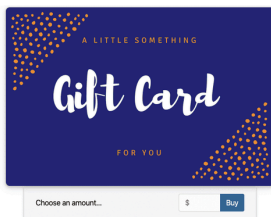
# Island Salt and Spa

Island Salt and Spa is a place where wellness and beauty come together.



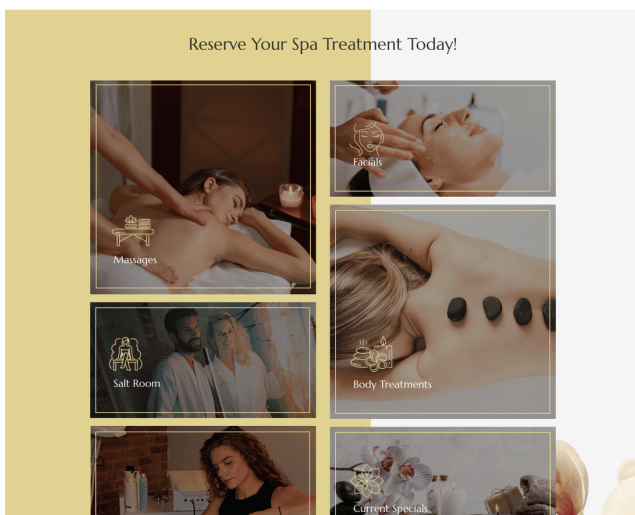
Visit Our Sayville Spa, In The  
Heart Of Long Island

Are you looking for a place to escape? Are you looking to take some time to relax? Come visit our top of the line spa located in the heart of Long Island in Sayville, NY. We offer various spa packages to fit every need. All of our treatments rejuvenate the mind, soul, and spirit. Whether you're looking for a relaxing and romantic couple's experience, a solo massage, a facial, or body treatment, our Island Salt and Spa facility will be an experience you certainly won't forget.



GIFTUP  
The simplest way to sell your business' gift cards & certificates online

## Island Salt and Spa



### The Challenge

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.

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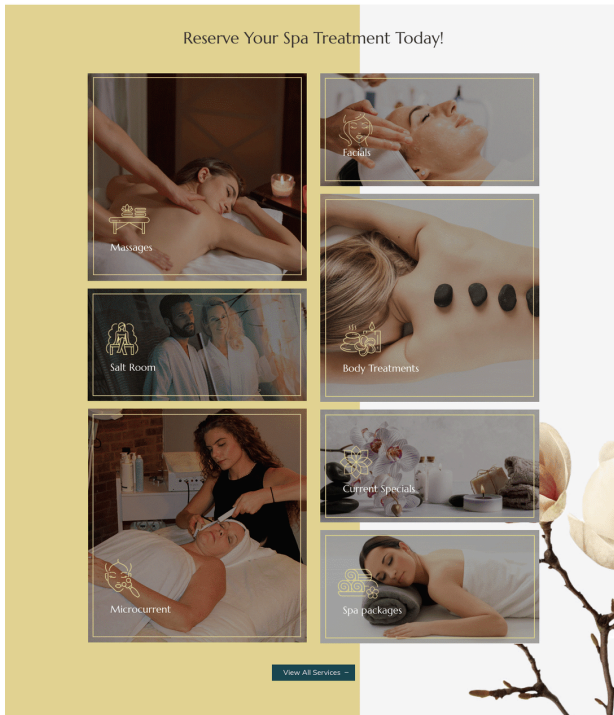
contact@designmemarketing.com



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# Island Salt and Spa

Island Salt and Spa is a place where wellness and beauty come together.



## Spa Packages, Facials, Massage Specialists and More!

Island Salt and Spa in Long Island is where wellness and beauty come together. A serene and peaceful environment created with your needs in mind. Indulge in any of our treatments to refresh your mind, body and spirit. We offer various spa packages in Long Island, such as couples massage, salt room therapies, facials, and body therapies. With treatments tailored just for you, we welcome you to indulge in the best spa experience Long Island has to offer.

[Learn More](#)



## The Solution

Design ME introduced and performed the following solutions:

- ✓ Website Transfer
- ✓ SEO Audit
- ✓ On-Page SEO
- ✓ Strategic Back-linking
- ✓ Directory Optimization
- ✓ Call Tracking
- ✓ Content Management
- ✓

## The Results

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 1900 hits a month to the site. An average of 72% are first-time visitors. In April 2019, there were 95 direct first-time callers from the website, resulting in new clientele. All of this was accomplished in under 4 months!

Update: In late Q4 2023, we saw another huge bump. As of December 2023, Island Salt and Spa is averaging 700 calls per month, with 66% being first-time connections.

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# Performance Analysis

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## High-ranking Keywords:



Keywords like **"day spas near me"** and **"swedish vs. deep tissue massage"** rank in the top positions, driving **1,400+** monthly visitors combined.

## Traffic Growth:



Website traffic increased by **78%** year-over-year, with a total of **77,000** active users and **76,000** new users in the past year.

## Increased Conversions:



The **"book appointment"** event recorded **3,800** interactions, while **"phone call clicks"** accounted for **1,300** interactions, directly contributing to business growth.

## Call Volume:



Generated over **800** calls per month, with **70%** of calls classified as qualified leads, showcasing the direct impact of SEO on lead generation.

## Local SEO Success:



Dominated local search results with the **"Local Pack"** feature for high-intent keywords like **"spa long island"** and **"day spas near me."**

## Improved Engagement:



Users spent an average of **48** seconds per session, highlighting increased user interest and engagement with the website's content.

## Page Performance:



The homepage (**"Island Salt & Spa | Long Island"**) achieved **95,000** views, and service pages like **"Massage | Best Spa in Long Island"** received **13,000** views.

## Keyword Volume Targeting:



Optimized for high-volume keywords like **"day spas near me"** (**5,000** searches per month) and **"swedish vs. deep tissue massage"** (**3,400** searches per month), driving consistent traffic growth.

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# Performance Analysis

**Before**

106 Total  
Keywords  
Ranked For

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

**After  
Design Me**

1,759 Total  
Keywords  
Ranked For

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
+ spa near me	2	345.0K	54	2.51	3,696	0	8	https://www.islandsaundspas.com/	SERP 1 d ago
+ swedish massage vs deep tissue	4	5.2K	21	10.71	1,457	0	1	https://www.islandsaundspas.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	SERP 8 h ago
+ swedish vs deep tissue massage	3	5.0K	31	23.06	1,237	0	1	https://www.islandsaundspas.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	SERP 2 d ago
+ island salt and spa	2	600	31	N/A	216	0	1	https://www.islandsaundspas.com/ 4 more	SERP 1 d ago
✓ spa long island	3	400	31	2.17	161	0	1	https://www.islandsaundspas.com/ 1 more	SERP 6 d ago
+ deep tissue massage vs swedish massage	4	300	31	6.03	93	0	1	https://www.islandsaundspas.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	SERP 7 d ago
✓ spa in long island	2	250	31	3.58	93	0	2	https://www.islandsaundspas.com/ 1 more	SERP 14 h ago
✓ day spa long island	4	200	31	1.88	86	0	2	https://www.islandsaundspas.com/ 5 more	SERP 6 d ago
+ massage spa near me	2	69.0K	79	2.88	81	0	10	https://www.islandsaundspas.com/	SERP 2 d ago
✓ long island massage	3	250	31	1.99	74	0	1	https://www.islandsaundspas.com/	SERP 11 d ago
+ deep tissue vs swedish massage	3	90	31	0.00	65	0	1	https://www.islandsaundspas.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	SERP 3 d ago
+ salt spa sayville	2	150	31	N/A	53	0	1	https://www.islandsaundspas.com/ 4 more	SERP 1 d ago
+ difference between swedish and deep tissue massage	4	800	31	0.00	51	0	5	https://www.islandsaundspas.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	SERP 2 d ago
+ spa packages near me	1	6.1K	31	2.03	48	0	19	https://www.islandsaundspas.com/	SERP 22 h ago
✓ massage long island	4	400	31	2.30	47	0	3	https://www.islandsaundspas.com/ 5 more	SERP 7 d ago
+ swedish deep tissue massage	4	150	21	1.64	42	0	1	https://www.islandsaundspas.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	SERP 9 d ago
✓ sayville spa	2	90	31	3.50	33	0	2	https://www.islandsaundspas.com/ 1 more	SERP 15 Apr 2020

# 1555% INCREASE!

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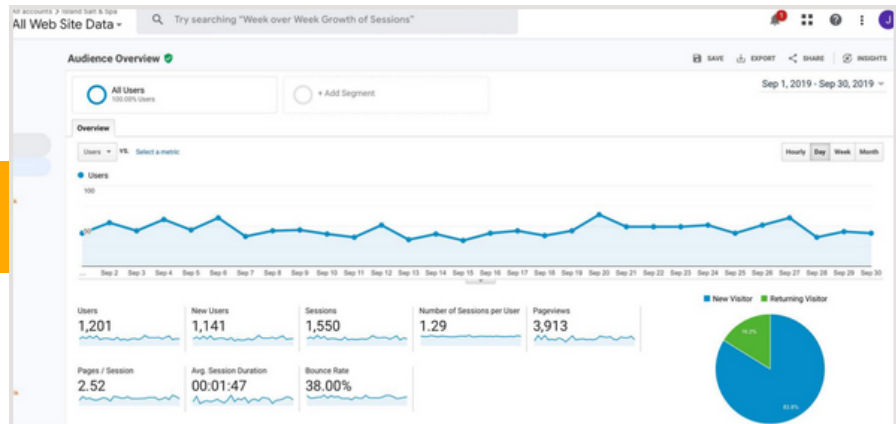
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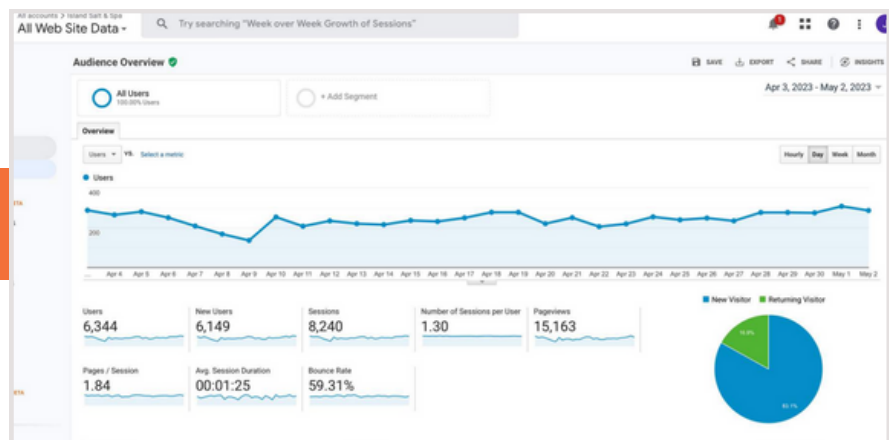
www.designmemarketing.com

# Website Hits

Sept 2019



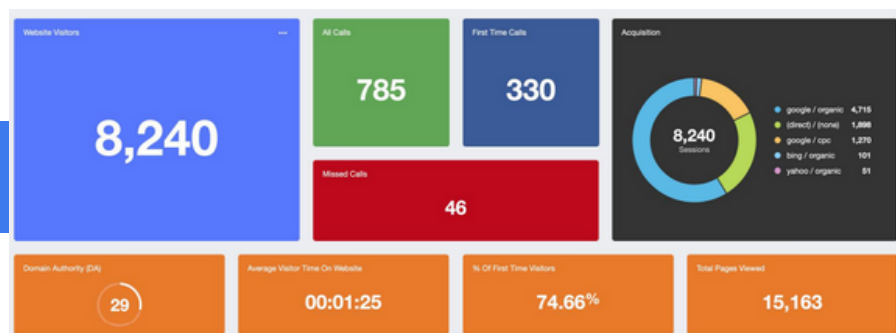
Sept 2023



Look At These Results!


**LEADS LEADS LEADS!**

This is May of 2023



**488% INCREASE!**

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ASSESSMENT, GIVE  
US A CALL OR BOOK A  
MEETING BELOW.

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