

# WILLOW MESSAGE

Massage Therapist in Little Silver, New Jersey

Paula wasn't getting found online, and she needed help turning her business around.

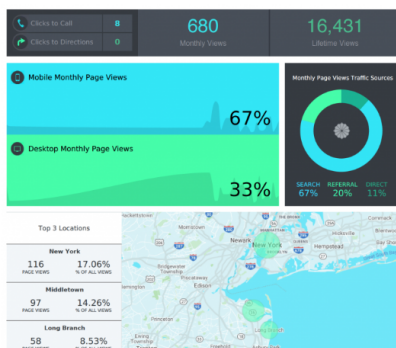


## The Challenge

- Paula's DIY website was only on page 9 of Google and wasn't being seen by potential customers.
- She had no idea how to improve her SEO and move up in search results rankings.
- Willow Massage Therapy was at a crossroads and on the verge of shutting down for good.

## Our Solution

- We assembled a comprehensive marketing campaign to win Paula more customers.
- We built a website designed to convert new customers and maintain it for her, compete with monthly reports.
- We completed in-depth SEO and updated all of Paula's directory listings.



## Willow Massage's Results

- 01 Average of **680** page views per month
- 02 **67%** of views come from getting found in search
- 03 Ranking on the first page of Google for massage terms such as **"hot stone massage"** and **"massage therapy"**

## Products



### Website Design

Willow Massage Therapy's website got a professional makeover from our in-house web designers. Paula can edit the mobile-optimized site whenever she wants, or she can leave the edits to her dedicated marketing specialist.



### Directory Listing Optimization

We make sure Willow Massage Therapy's business name, address and phone number are consistent and correct across more than 70 online directories. In addition to helping out with search engine optimization, these directory listings help potential customers find Paula instead of her competitors.



### Search Engine Optimization

To get Willow Massage Therapy on page one of Google, we optimized the content on the website for a list of keywords specific to Paula's industry and location. We also updated the site's metadata so search engines like Google know where to rank her.