

Local SEO Domination

A Strategic Guide for Med Spas

Med Spa Uplift

2026



Why Local SEO is Non-Negotiable for Med Spas



95%

of consumers read online reviews before choosing a provider



74%

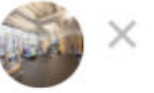
trust businesses more with positive reviews



100%+

revenue increase is possible with 200+ reviews

Tall Tree Physiotherapy & Health Centre



[Website](#) [Directions](#) [Save](#) [Call](#)

4.9 ★★★★★ 63 Google reviews

Physiotherapist in Vancouver, British Columbia

Address: 956 Commercial Dr, Vancouver, BC V5L 3W7

Hours: Open · Closes 8:30 p.m. ▾

Phone: (604) 258-9186

Appointments: [janeapp.com](#)


Province: [British Columbia](#)

[Suggest an edit](#) · [Own this business?](#)

Events

Wed., May 19 7:00 p.m. AMP's Knowledge Project: Evidence, Insight and Man...

COVID-19 updates from business

 Tall Tree Physiotherapy & Health Centre on Google

We are still open with the new restrictions! We are taking every necessary precaution to keep you safe and healthy. If you have any questions about our protocols please give us a call or email us at info@talltreehealth.ca.

4 days ago

[Book](#)

Most local searches happen on mobile, with users ready to book within 24 hours.

The Google Map Pack: Your Digital Storefront

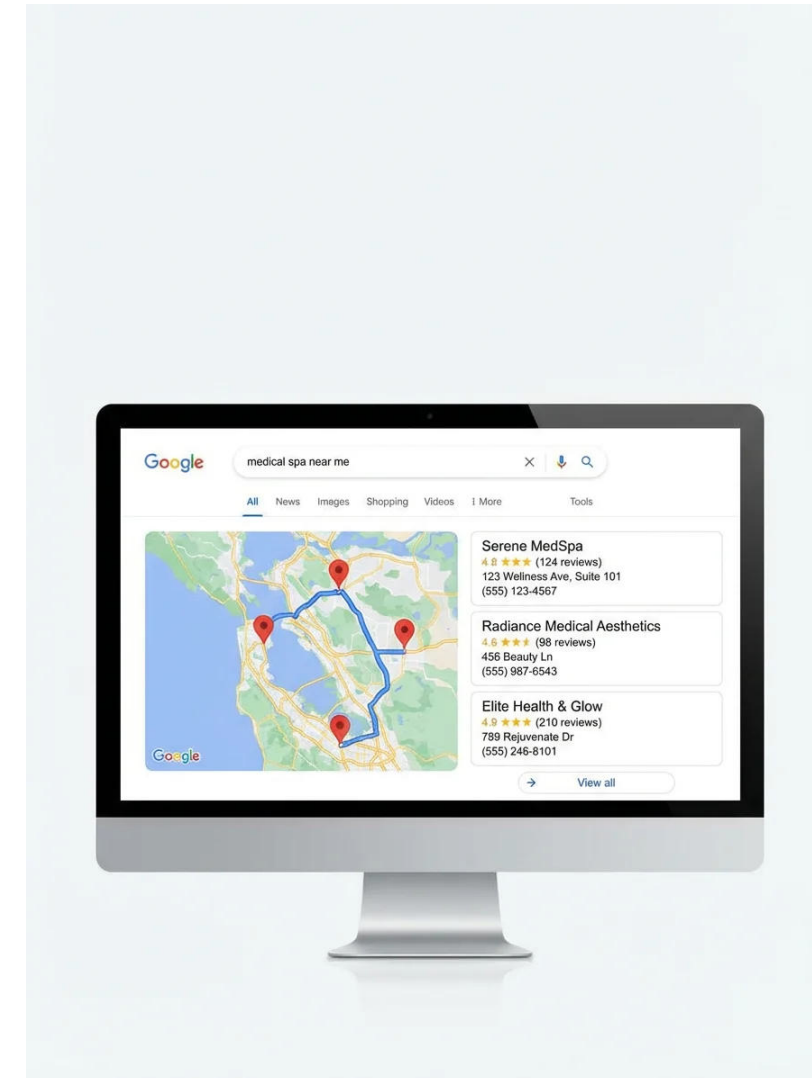
Ranking in the top 3 local results captures the majority of high-intent traffic

What is the Map Pack?

The Google Map Pack (or Local 3-Pack) displays the top 3 local business listings for search queries with local intent. It appears above organic results, making it prime real estate.

Why It Matters:

- ✓ Appears for 93% of local searches
- ✓ Receives 44% of all clicks on the results page
- ✓ Users are ready to book - not just browsing
- ✓ Positions 4-10 get dramatically less visibility



 Ranking outside the Map Pack means missing the majority of local search traffic. Position 1-3 is everything.

The 3 Pillars of Map Pack Rankings

Google evaluates every local business on these core factors



1

Relevance

How well your business profile matches the user's search query

Optimized by:

- Specific business categories
- Detailed service descriptions
- Keyword-rich business description
- Accurate attributes



2

Distance

How close your physical location is to the searcher or the search term's location

Optimized by:

- Accurate NAP (Name, Address, Phone)
- Central business location when possible
- Consistent location data across all platforms
- Serving broader geographic areas



3

Prominence

How well-known and established your business is, both online and offline

Optimized by:

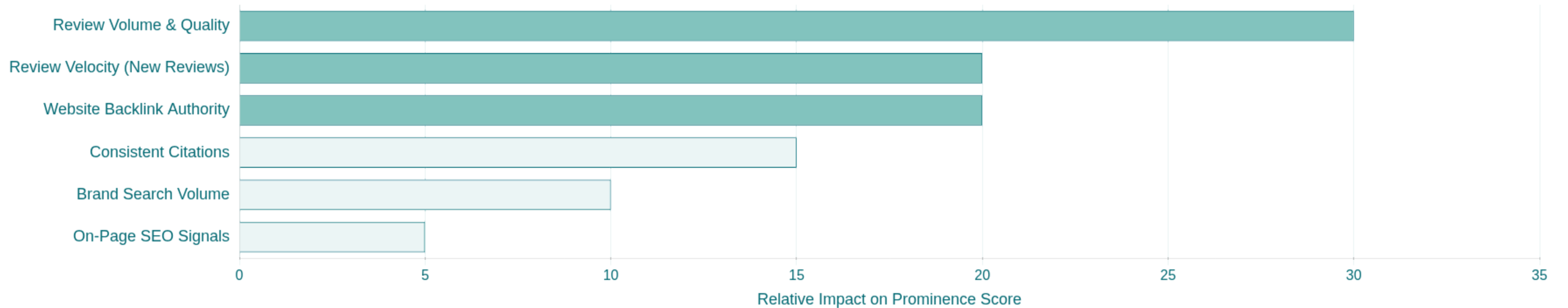
- High volume of positive reviews
- Quality backlinks to your website
- Strong website authority
- Brand searches and citations

Prominence: Where You Can Win

The signals that establish your authority and trustworthiness

While you can't change your location (distance) and relevance is straightforward, prominence is where strategic effort creates massive differentiation. Google measures prominence through multiple trust signals:

200+
reviews can increase revenue by
100%+



Google Business Profile: The Foundation

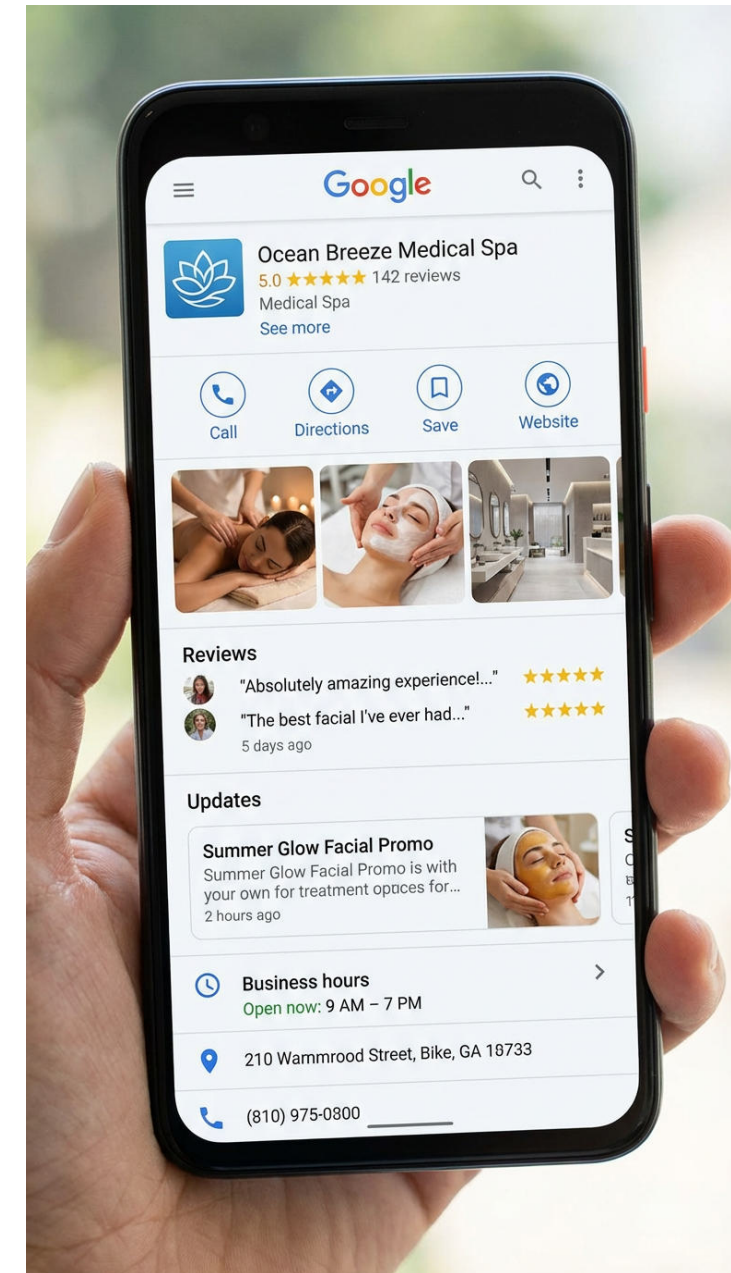
Your GBP is the single most important tool for local visibility.

Core Profile Elements

- ✓ Claim & verify your profile
- ✓ Complete 100% of profile fields
- ✓ Primary Category: 'Medical Spa'
- ✓ Add 5-10 secondary service categories
- ✓ Write a 750-character, keyword-rich description

Visual Content & Engagement

- ✓ Upload 20+ high-quality photos (interior, team)
- ✓ Add professional logo and cover photo
- ✓ Post Google Updates weekly (offers, news)
- ✓ Enable messaging for direct client contact
- ✓ Add 'Book Now' button with scheduling link



A fully optimized profile acts as a powerful client acquisition engine.

Review Management: Your Most Powerful Ranking Factor

Reviews drive both algorithm rankings and human trust



93%

of consumers say reviews influence purchasing decisions



88%

more likely to use a business that responds to reviews



44%

conversion increase from improving star rating by 1

Review Generation Tactics

Timing

Ask within 24-48 hours post-service.

Method

Use SMS/email with a direct review link.

Incentive

Offer entry into a drawing (never pay).

Train Staff

Empower team to ask satisfied clients directly.

Response Best Practices

Speed

Respond within 24 hours for algorithm boost.

Positive Reviews

Thank by name, mention service, invite back.

Negative Reviews

Stay professional, empathize, resolve offline.

Keywords

Include service names in responses for SEO.

NAP Consistency: The Trust Signal Google Demands

Inconsistent business information confuses search engines and hurts rankings.

NAP (Name, Address, Phone)

Why Exact Consistency Matters:

- Google verifies your business using data from many sources.
- Small variations (e.g., Ave vs. Avenue) create confusion and dilute SEO authority.

Essential Citation Directories

Core Platforms: Google Business, Bing Places, Apple Maps, Facebook

General: Yelp, YellowPages, Foursquare, Citysearch

Healthcare: Healthgrades, RateMDs, Zocdoc, Wellness.com

Local: Chamber of Commerce, city-specific directories, local associations

NAP CITATION INTEGRITY: OCEAN BREEZE MEDICAL SPA

✓ CORRECT NAP (CONSISTENT)

Website Footer ✓
Ocean Breeze Medical Spa
123 Wellness Blvd, Miami FL 33101
(305) 555-0123

Google Business Profile ✓
Ocean Breeze Medical Spa
123 Wellness Blvd, Miami FL 33101
(305) 555-0123

Online Directory ✓
Ocean Breeze Medical Spa
123 Wellness Blvd, Miami FL 33101
(305) 555-0123

✗ INCORRECT NAP (INCONSISTENT)

Social Media Profile ✗
Ocean Breeze Med Spa
123 Wellness Ave, Miami, FL
(305) 555-0000

Local Listing Site ✗
Ocean Breeze Spa
Miami FL 33101
305-555-0123

Review Platform ✗
The Ocean Breeze
Wellness Blvd, Miami
(305) 555 0123

Consistent NAP (Name, Address, Phone) is crucial for local search visibility and trust.

! The Golden Rule

Your NAP must be IDENTICAL across all platforms—down to the last character.

Location Pages: Hyper-Local Landing Pages That Convert

Each location needs a unique, optimized page - never duplicate content

Location pages are designed to rank for geo-specific searches like 'med spa in [city]' or 'Botox near [neighborhood].' Each page must be unique, comprehensive, and locally relevant.

For multi-location practices: Create a distinct page for each location with localized content, testimonials, and team information.

Core Information

H1 with location + primary service

"Premier Med Spa in Downtown Austin"

- ✓ Complete NAP prominently displayed
- ✓ Embedded Google Map with directions
- ✓ Hours of operation
- ✓ Parking information
- ✓ High-quality location photos

Local Content

- ✓ Unique 400+ word description
- ✓ Service list specific to this location
- ✓ Local team bios and photos
- ✓ Location-specific testimonials
- ✓ Nearby landmarks mentioned
- ✓ Community involvement/events

Conversion Elements

- ✓ Prominent 'Book Appointment' CTA
- ✓ Click-to-call phone number
- ✓ Contact form
- ✓ Current promotions
- ✓ FAQ section with local intent
- ✓ Schema markup (LocalBusiness)

Service Pages: Capturing High-Intent Searches

One dedicated page for each service equals more ranking opportunities.

The Service Page Strategy

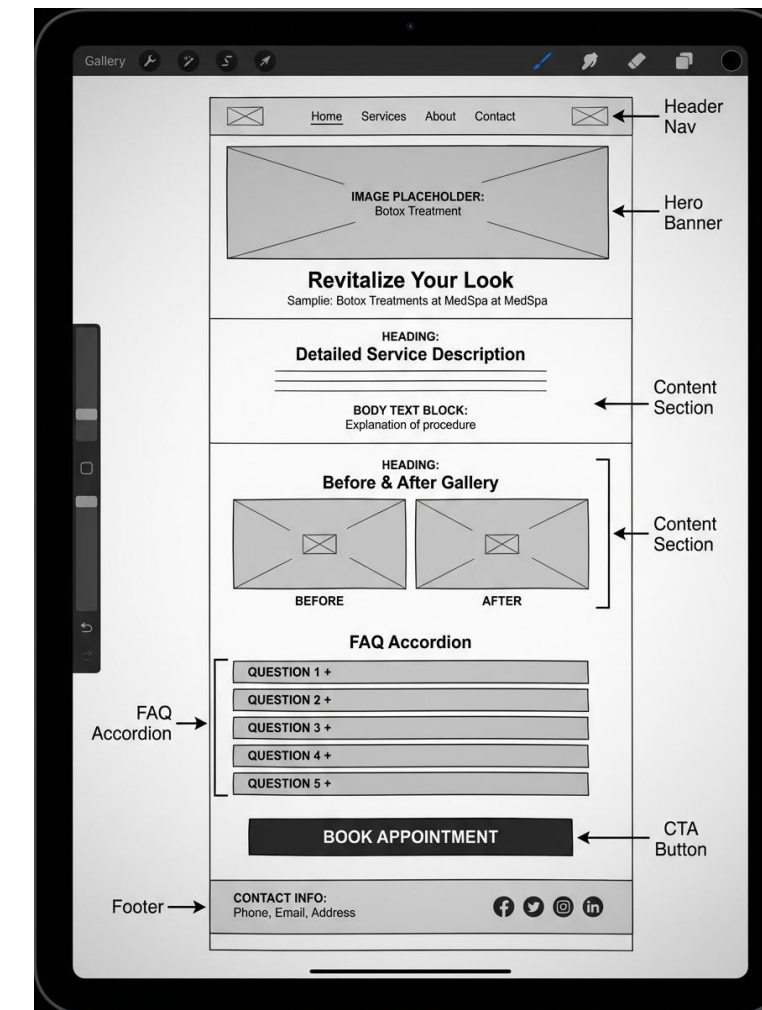
Create a unique page for each treatment to rank for specific searches like 'Botox in [city]' and convert targeted visitors.

High-Value Searches to Capture:

- 🔍 'Botox near me'
- 🔍 'CoolSculpting [city]'

Essential Page Elements:

- ✓ Service/location in H1 Title
- ✓ Detailed treatment description
- ✓ Before & after photos
- ✓ FAQ section
- ✓ Client testimonials
- ✓ Clear 'Book Now' CTA
- ✓ Schema markup



📈 The Service Page Advantage

- Rank for high-intent keywords
- Higher conversion rates
- Better user experience

Your 90-Day Local SEO Rollout Plan

A structured approach to building visibility.



1

Foundation

Days 1-30

The Foundation Month

The first 30 days focus on claiming your digital real estate and auditing your current state to set the stage for future optimization.

GBP Setup • NAP Audit • Technical SEO • On-Page Basics

Core Setup & Optimization

- Critical** Claim and fully verify Google Business Profile (GBP).
- High** Complete 100% of all available GBP fields.
- High** Upload 20+ high-quality photos to GBP.
- High** Enable booking buttons and messaging features.
- Medium** List all primary services with pricing information.

Audit & Technical Foundation

- Critical** Conduct comprehensive NAP (Name, Address, Phone) audit.
- Critical** Correct all citation inconsistencies found during audit.
- High** Perform technical website audit and fix mobile issues.
- High** Optimize homepage title & meta description.
- Medium** Add local business schema markup to homepage.

Scaling Your Local SEO: Phases 2 & 3

Building content, authority, and monitoring performance



2

Content & Engagement

Days 31-60

Create optimized content and launch systematic review generation.

Key Activities:

- ✓ Develop 5-8 local service & location pages.
- ✓ Publish 2 local-focused blog posts.
- ✓ Launch automated review request system.
- ✓ Begin weekly Google Business Profile updates.

Target: 10-15 new reviews, 5-8 optimized pages.



3

Authority & Measurement

Days 61-90

Establish authority via backlinks and set up performance tracking.

Key Activities:

- ✓ Execute outreach to secure 3-5 local backlinks.
- ✓ Sponsor one local event or charity for visibility.
- ✓ Set up ranking, analytics, and reporting tools.
- ✓ Analyze and document 90-day performance.

Target: 3-5 backlinks & full analytics setup.

✓ Day 30: Foundation Complete

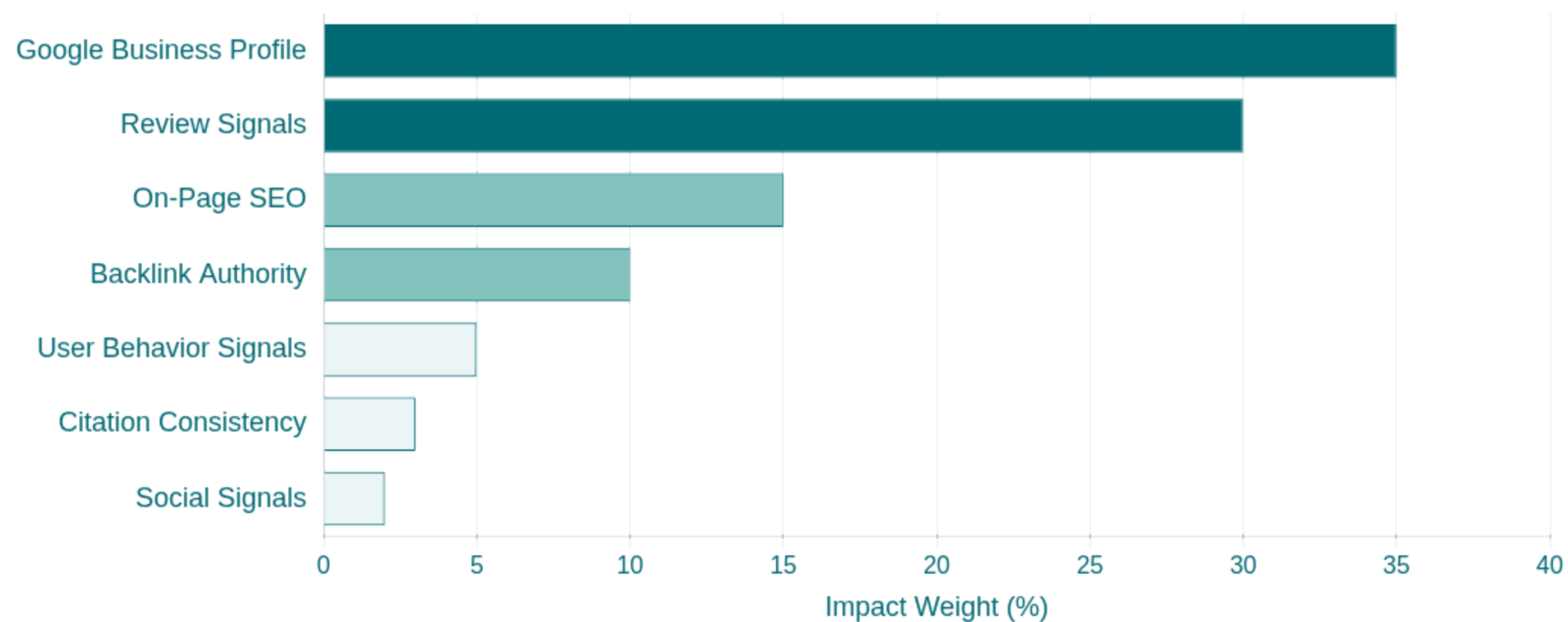
✓ Day 60: Content Live

✓ Day 90: Rankings Improving

Local SEO Scoring Framework

Understanding the weighted factors that drive your rankings

Your local SEO success is a composite score based on seven core factors. Each factor carries different weight in Google's ranking algorithm. Focus your efforts on high-weight factors for maximum impact.



Factor	Weight	Key Metrics
GBP	35%	Completeness, posts, photos
Reviews	30%	Volume, velocity, rating, responses
On-Page	15%	NAP, keywords, mobile-friendly
Backlinks	10%	Quality, local relevance
Behavior	5%	CTR, dwell time, actions
Citations	3%	Consistency, authority
Social	2%	Engagement, brand searches

Essential KPIs for Local SEO Performance

Track these metrics monthly to measure progress and ROI



Rankings & Visibility

Where you appear in search results

Local Pack Rankings

Position in 3-pack for key terms

Share of Local Voice

Overall visibility vs competitors

Keyword Rankings

Organic position for target keywords

GBP Impressions

How often your profile appears



Engagement & Leads

Actions users take on your profiles

GBP Click-to-Call

Phone calls from your profile

Website Clicks

Clicks to your site from GBP

Direction Requests

Users getting directions

Organic Conversions

Bookings from organic traffic



Reputation Signals

Trust factors that drive rankings

Total Review Count

Number of reviews across platforms

Average Star Rating

Overall rating score

Review Velocity

New reviews per month

Response Rate

% of reviews you respond to



Set up monthly reporting to track trends over time. Focus on directional improvement, not daily fluctuations.

Ready to Dominate Local Search?

Find out where your med spa stands today

Get Your Free Local SEO Score

- ✔ Comprehensive analysis of your current rankings & GBP optimization audit.
- ✔ Competitor comparison & a custom 90-day roadmap to improve visibility.
- ✔ Full review strategy and citation audit included.

[Get Your Free SEO Score](#)

Limited spots available for free audits

www.medspauplift.com | hello@medspauplift.com

"Med Spa Uplift increased our Google visibility by 340% in 90 days. We now consistently rank in the Map Pack for our key services."

— Dr. Sarah Chen, Radiance Med Spa, Austin TX