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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



**Jason D'Ambrosio**  
President

The Brains Behind  
The Brawn



**John Slionski**  
COO

The Brawn



**Josiah Partin**  
Account Manager

The Brainiac



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



**CLIENT**

**Spa/Massage**



I S L A N D  
S A L T and S P A





# ***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 Phonedragon. 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

# After Design ME

106 keywords 2 Sep 2019 Don't compare Main positions only Multiple URLs only API Export

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

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

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.islandsaltandspa.com/	1 d ago
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/	8 h ago
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/	2 d ago
island salt and spa	2	600	0	N/A	216	0	1	https://www.islandsaltandspa.com/ 4 more	1 d ago
spa long island	3	400	9	2.17	161	0	1	https://www.islandsaltandspa.com/ 1 more	6 d ago
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/	7 d ago
spa in long island	2	250	8	3.58	93	0	2	https://www.islandsaltandspa.com/ 1 more	14 h ago
day spa long island	4	200	9	1.88	86	0	2	https://www.islandsaltandspa.com/ 5 more	6 d ago
massage spa near me	2	69.0K	79	2.88	81	0	10	https://www.islandsaltandspa.com/	2 d ago
long island massage	3	250	1	1.99	74	0	1	https://www.islandsaltandspa.com/	11 d ago
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/	3 d ago
salt spa sayville	2	150	0	N/A	53	0	1	https://www.islandsaltandspa.com/ 4 more	1 d ago
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-swedis-h-vs-deep-tissue-massage/	2 d ago
spa packages near me	1	6.5K	31	2.03	48	0	19	https://www.islandsaltandspa.com/	22 h ago
massage long island	4	400	1	2.30	47	0	3	https://www.islandsaltandspa.com/ 5 more	7 d ago
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/	9 d ago
sayville spa	2	90	8	3.50	33	0	2	https://www.islandsaltandspa.com/ 1 more	15 Apr 2023

106 Total Keywords Ranked For



1,759 Total Keywords Ranked For

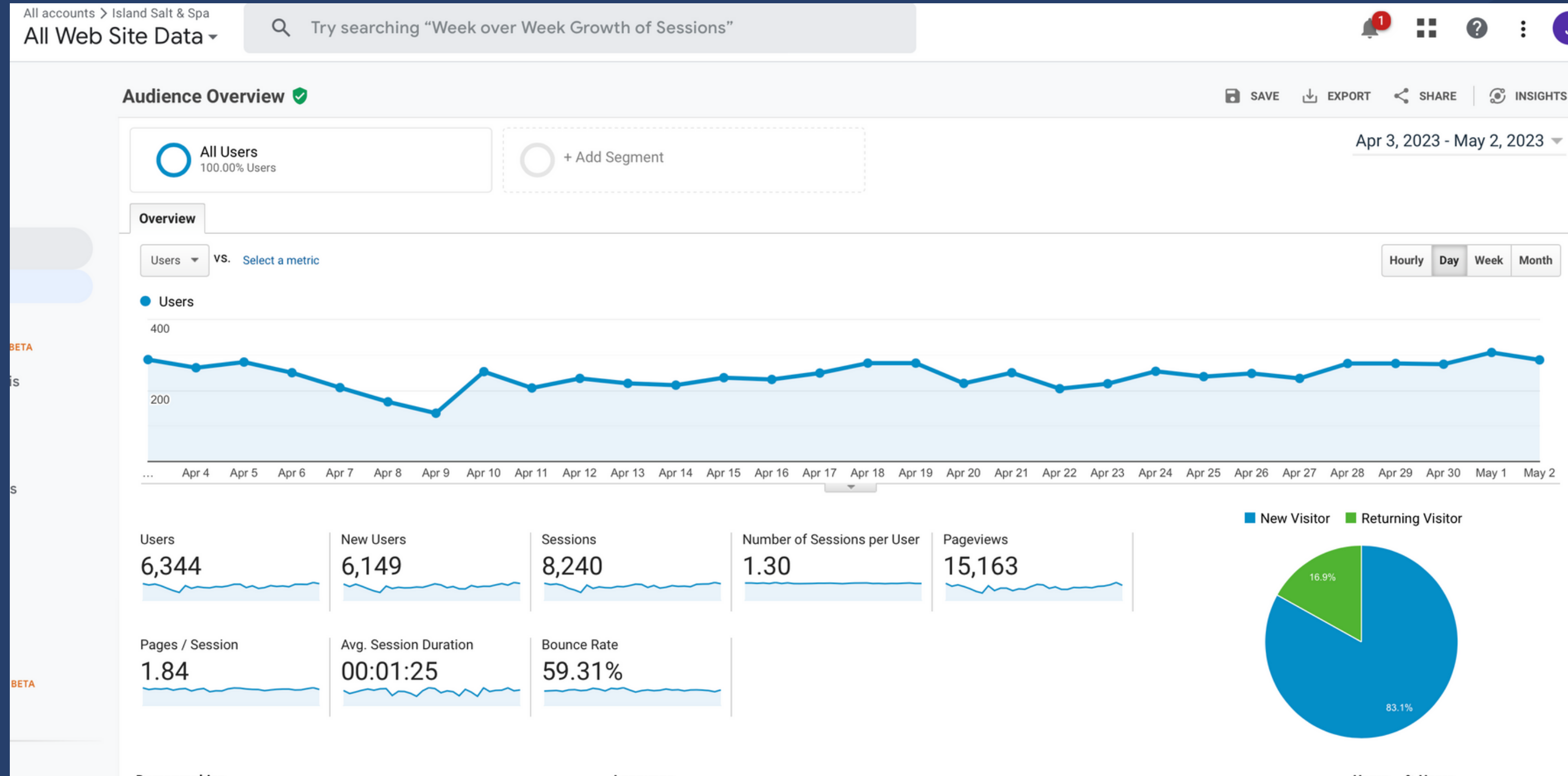
1555% INCREASE!



# Website Hits Sept 2019



# Website Hits May 2023

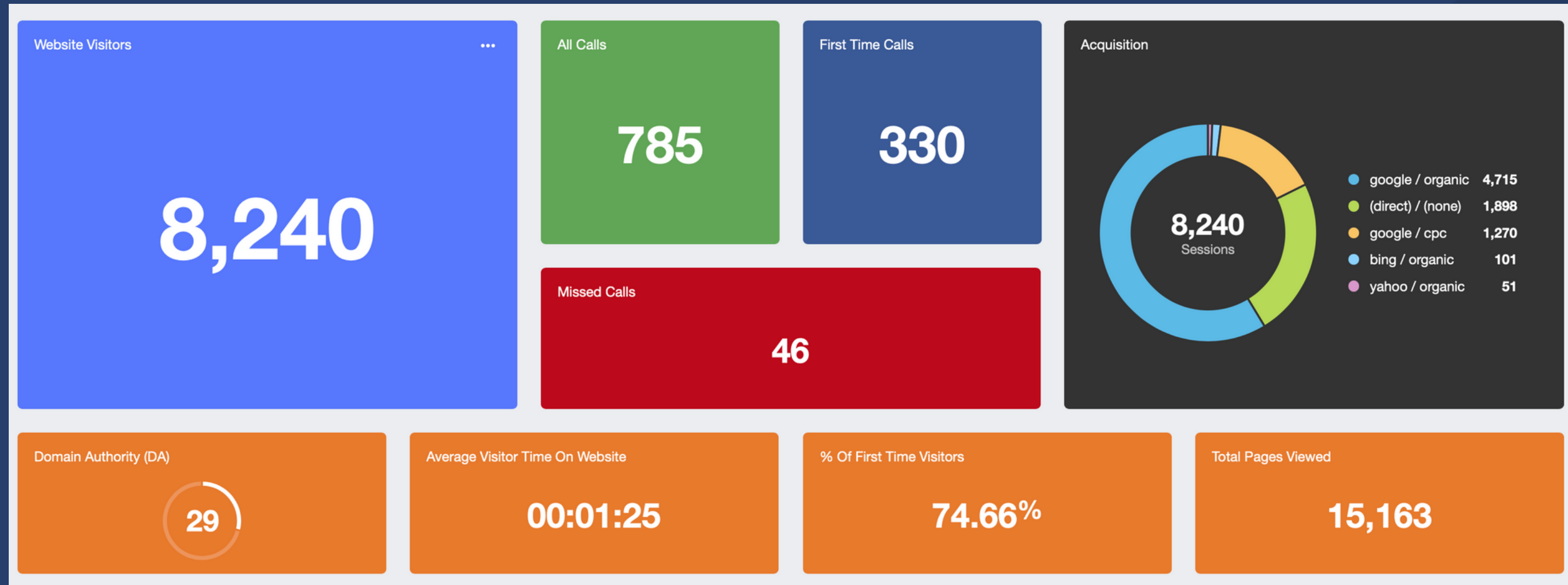




**488% INCREASE!**

# Look At These Results!

## LEADS LEADS LEADS!

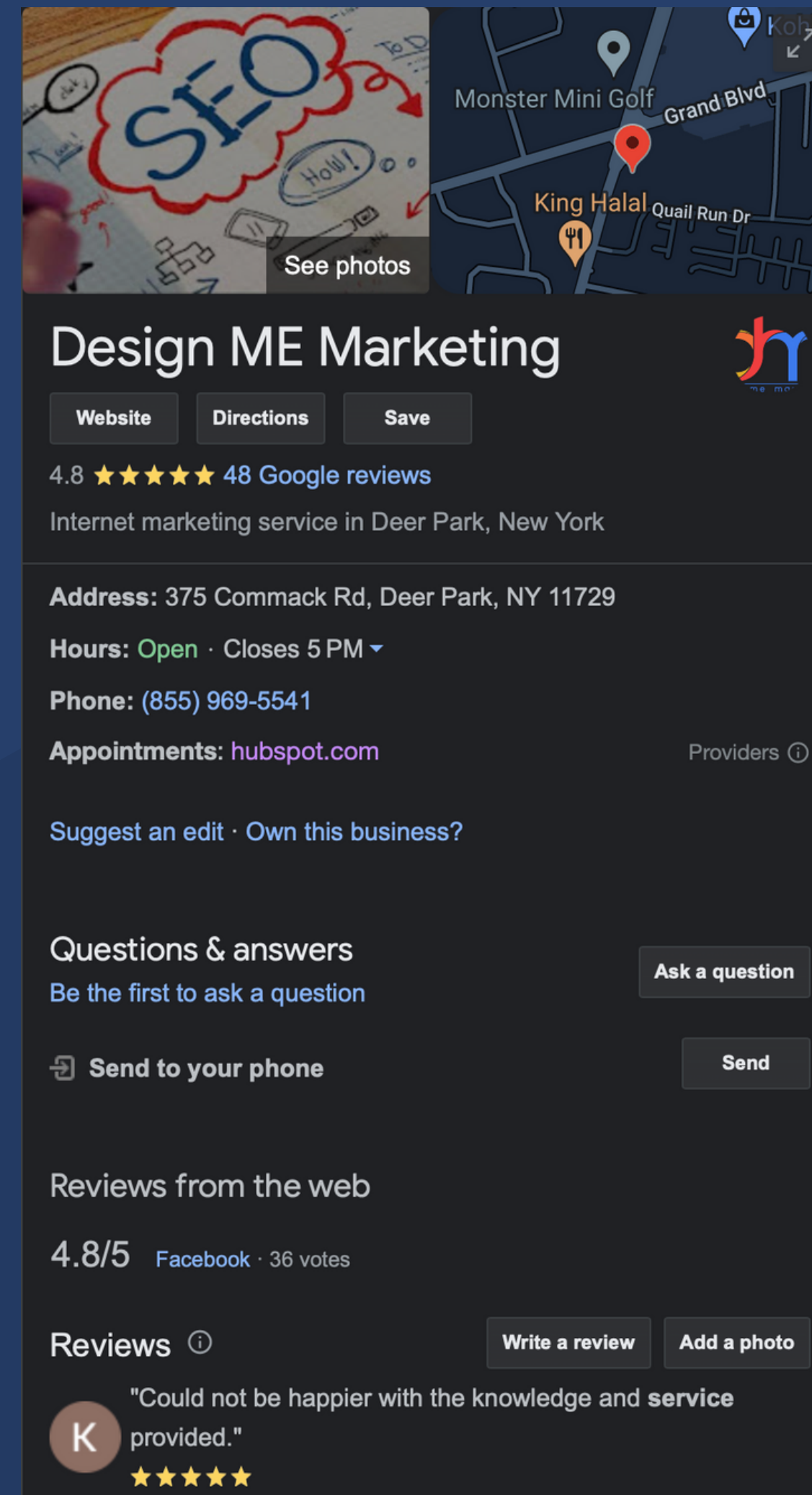


This is May of 2023



# 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 ----->



The screenshot displays the Google Business Profile for Design ME Marketing. At the top, there are two images: a hand-drawn diagram with 'SEO' in a cloud and a map showing the business location near King Halal. Below the images are buttons for 'Website', 'Directions', and 'Save'. The profile has a 4.8-star rating from 48 Google reviews and is described as an 'Internet marketing service in Deer Park, New York'. Key information includes the address (375 Commack Rd, Deer Park, NY 11729), hours (Open, closes 5 PM), phone number ((855) 969-5541), and appointment link (hubspot.com). There are also options to 'Suggest an edit', 'Own this business?', and 'Ask a question'. A 'Send to your phone' button is present. The 'Reviews from the web' section shows a 4.8/5 rating from Facebook with 36 votes. A specific review from user 'K' is shown: "Could not be happier with the knowledge and service provided." with a 5-star rating.



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# THANK YOU

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

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## OFFICE



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